

# ANTI-CORRUPTION ADVOCACY TOOLKIT FOR YOUTH



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# ANTI-CORRUPTION ADVOCACY TOOLKIT FOR YOUTH

## Developed By

Youth and Society (YAS)  
P.O. Box 545, Mzuzu, Malawi  
Cell: +265 (0)999088836  
Email: info@yasmw.org / youthssociety@gmail.com

Website: <https://www.yasmw.org/index.htm>

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# Acknowledgement and Disclaimer:

This toolkit is made possible by the generous support of the American people through the National Endowment for Democracy (NED). It is part of YAS's #Zatikwana Anti-Corruption Youth Campaign - an ambitious initiative aimed at mobilizing Malawian youth to combat corruption and impunity. The toolkit received technical support from Ungwiro Consulting.

The contents are the responsibility of Youth and Society (YAS), and do not necessarily reflect the views of NED or the United States Government.

# Background

## About YAS

Youth and Society (YAS) is an NGO with a mission to promote and defend human rights and democratic governance in Malawi in the interest of young people and marginalized groups.



### Vision

Economic freedom for all.



### Mission

To mobilize, organize, and build a revolutionary youth movement that proactively participates in wealth creation, economic justice, and democratic governance in Malawi.



### Core Values

Agility; Proactive; Impartiality; Inclusivity; Transparency; Integrity; Vigilance; Boldness.

## Zatikwana Campaign

An initiative against corruption aimed at mobilising Malawian youth to combat corruption and impunity, thereby improving governance standards and citizen well-being.

# Introduction



## 1.0. Introduction

### Why this toolkit?

- ◆ To provide the youth with the necessary information and tools to act and make their voices heard.
  - ◆ To provide materials that are used to inform, educate, and engage the youth in advocating for the fight against corruption.
- A tool for capacity building for the youth to advocate against corruption

### Who this toolkit is meant for

- ◆ This toolkit was developed with youth activists in mind.

### How to use the toolkit

- ◆ This toolkit provides easy to use materials and templates for anti-corruption advocacy. Sample templates and materials can be customized to suit the scenario on the ground.

## 1.1. What is advocacy?



'Its about speaking up and being heard'



'Supporting a cause to produce a desired change'



'A deliberate process of influencing those who make policy decisions'

'Taking action to help people secure their rights'



## 1.2. Anti-corruption advocacy

The goal of anti-corruption advocacy is to reduce corruption through improved service delivery, rule of law, and culture of integrity. The main strategy in youth involvement is speaking truth to power.

## 1.3. Why does youth advocacy matter in anti-corruption?

The youth make up a significant proportion of the Malawi population. The key role of young people in combating corruption is therefore demanding accountability of government officials, mobilizing to raise awareness about the high social costs of corruption, and developing and implementing innovative initiatives to monitor the delivery of public services as well as expenditure of public funds (NACS II, 2019).

## 1.4. Key corruption concepts to grasp

### 1.4.1. Definitions of Corruption

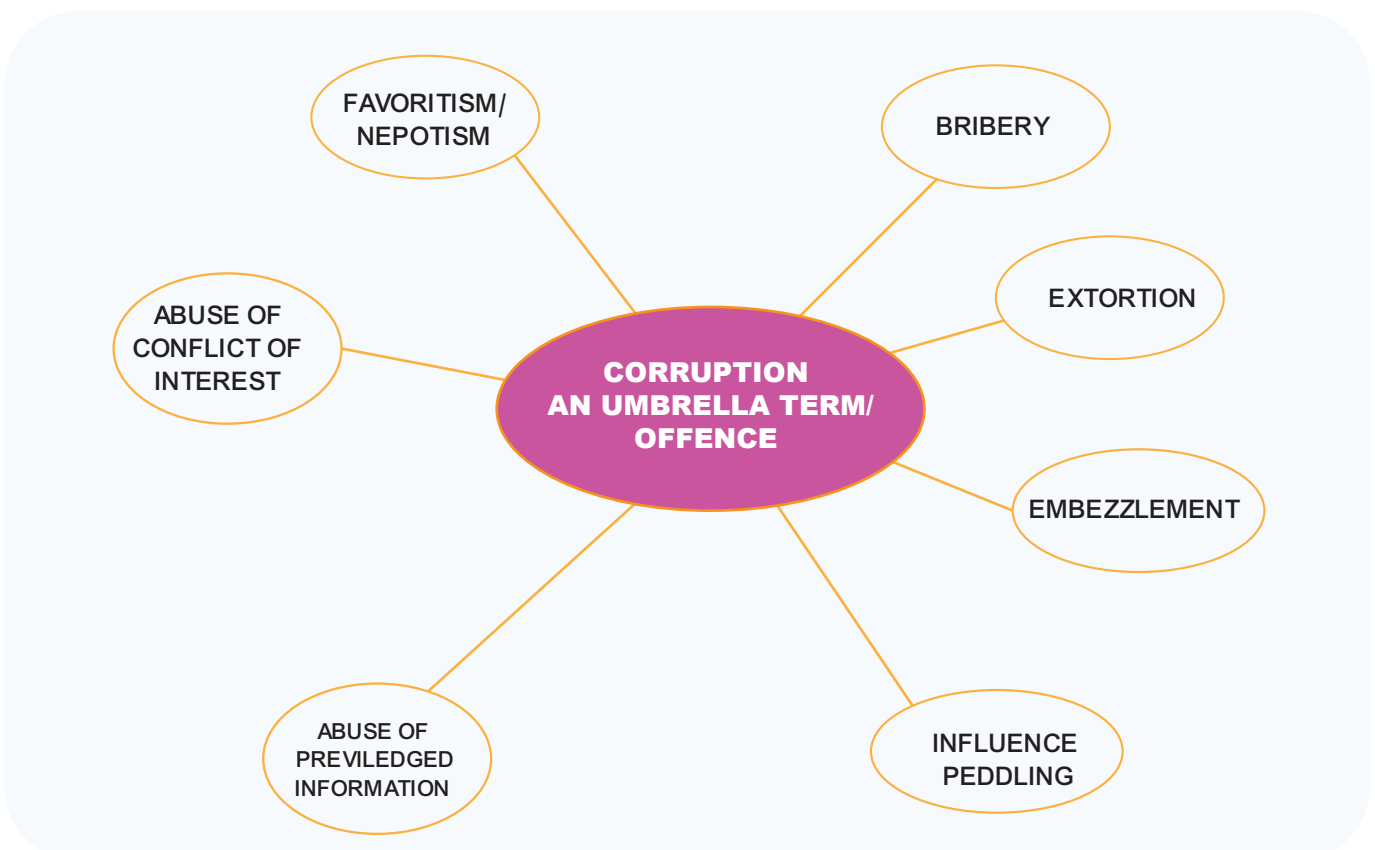
Corruption is broadly defined as abuse or misuse of entrusted power for private gain (Klitgaard, 1998).

The Corrupt Practices Act (2004) defines “Corrupt Practice” in Section 3 as;

- (a) The offering, giving, receiving, obtaining, or soliciting any advantage to influence the action of any public officer or any official or any other person in the discharge of the duties of that public officer, official, or other person;
- (b) Influence peddling;
- (c) Extortion of any advantage

### 1.4.2. Forms of corruption

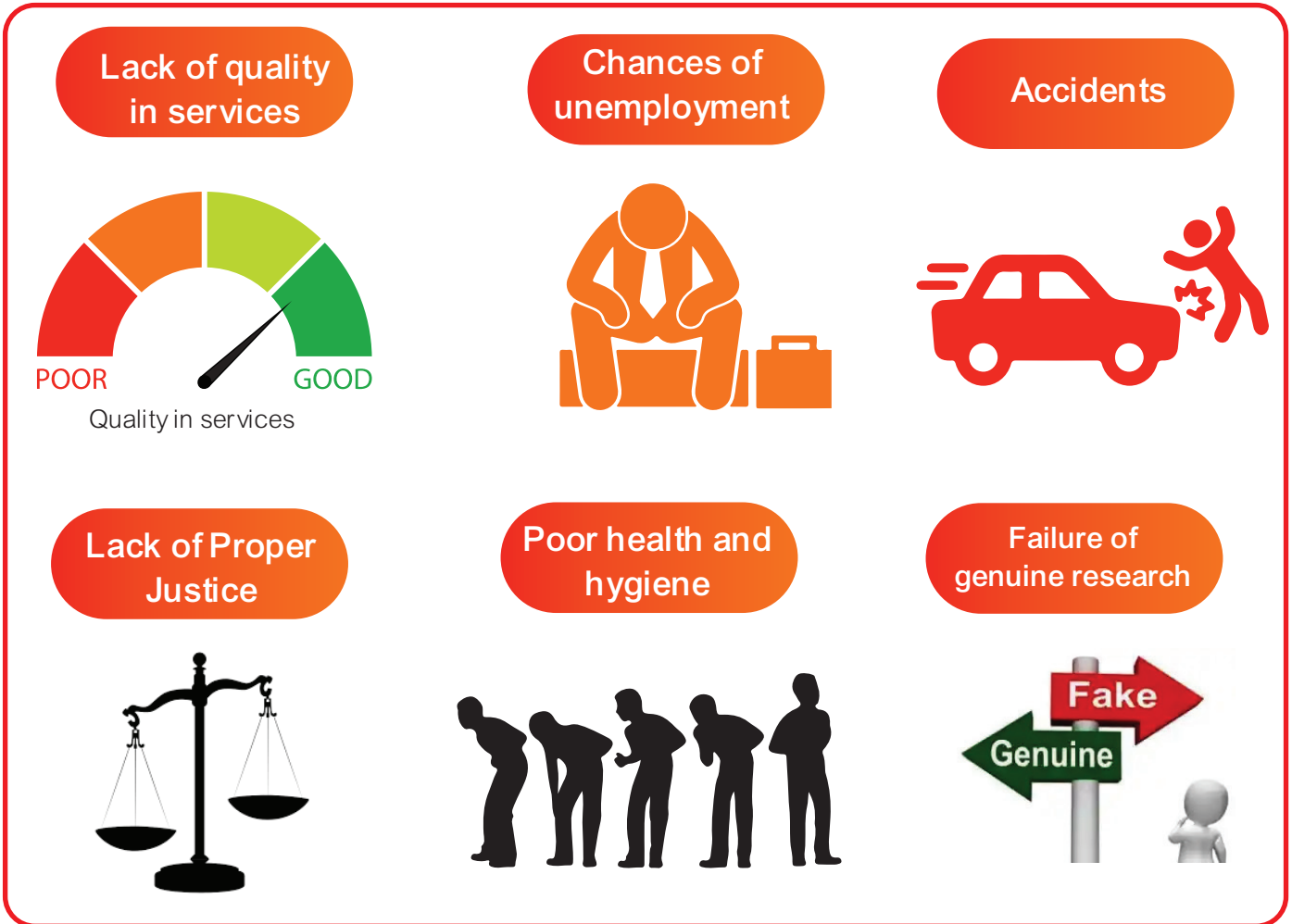
Corruption manifests in various forms as indicated in the figure below:



(Full description of the forms of corruption in appendix 1)



### 1.4.3. Effects of corruption



### 1.4.4. Corruption and its effects on the youth – issues for advocacy

Corruption affects all sectors and has a profound impact on all members of society. However, one group that is particularly vulnerable to the effects of corruption is the youth – who make up a substantial proportion of the general population in Malawi. Some of the ways the youth are affected include:

Depriving the youth of opportunities for growth and development, which impairs their ability to succeed in life

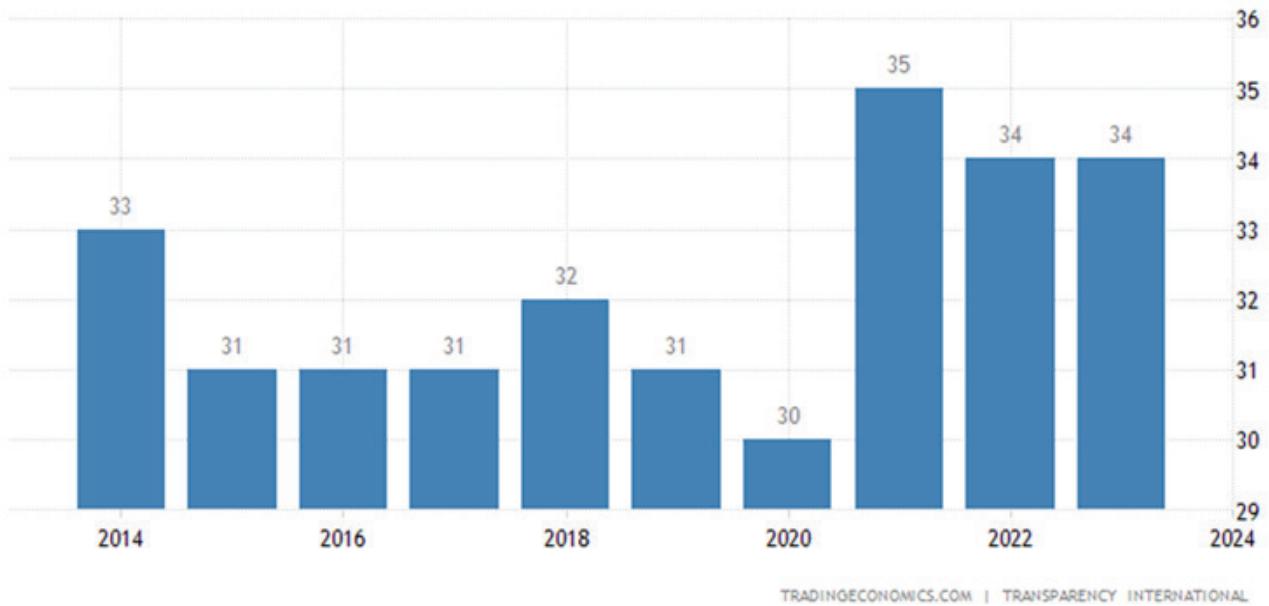
Creating an uneven playing field where those with connections and resources can secure jobs and opportunities, while those without are left behind. This not only hinders the youth's ability to succeed but also undermines their sense of justice and fairness, resulting in a loss of faith in the system.

Hindering the future of the youth by creating an environment that is unfair and unjust.

Restricting access to education by diverting funds away from education and into the pockets of corrupt officials making it difficult for young people to access quality education. Poor quality education or pervasive academic dishonesty can undermine the value of qualifications students obtain and their prospects for employment.

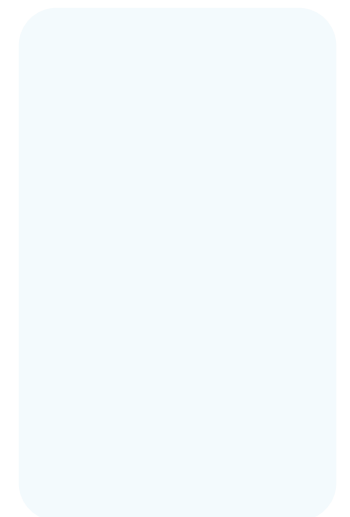
### 1.4.5. Corruption trends in Malawi

2023 Transparency International Corruption perception index ranks Malawi on 115 with a score of 34. (see graph below for Malawi TI CPI trends)



### 1.5. Contextual Analysis

The anti-corruption advocacy campaign will have to operate from the understanding of the environment in which the fight against corruption is situated in Malawi. In analysing the environment for anti-corruption fight the use of PESTEL is imperative.



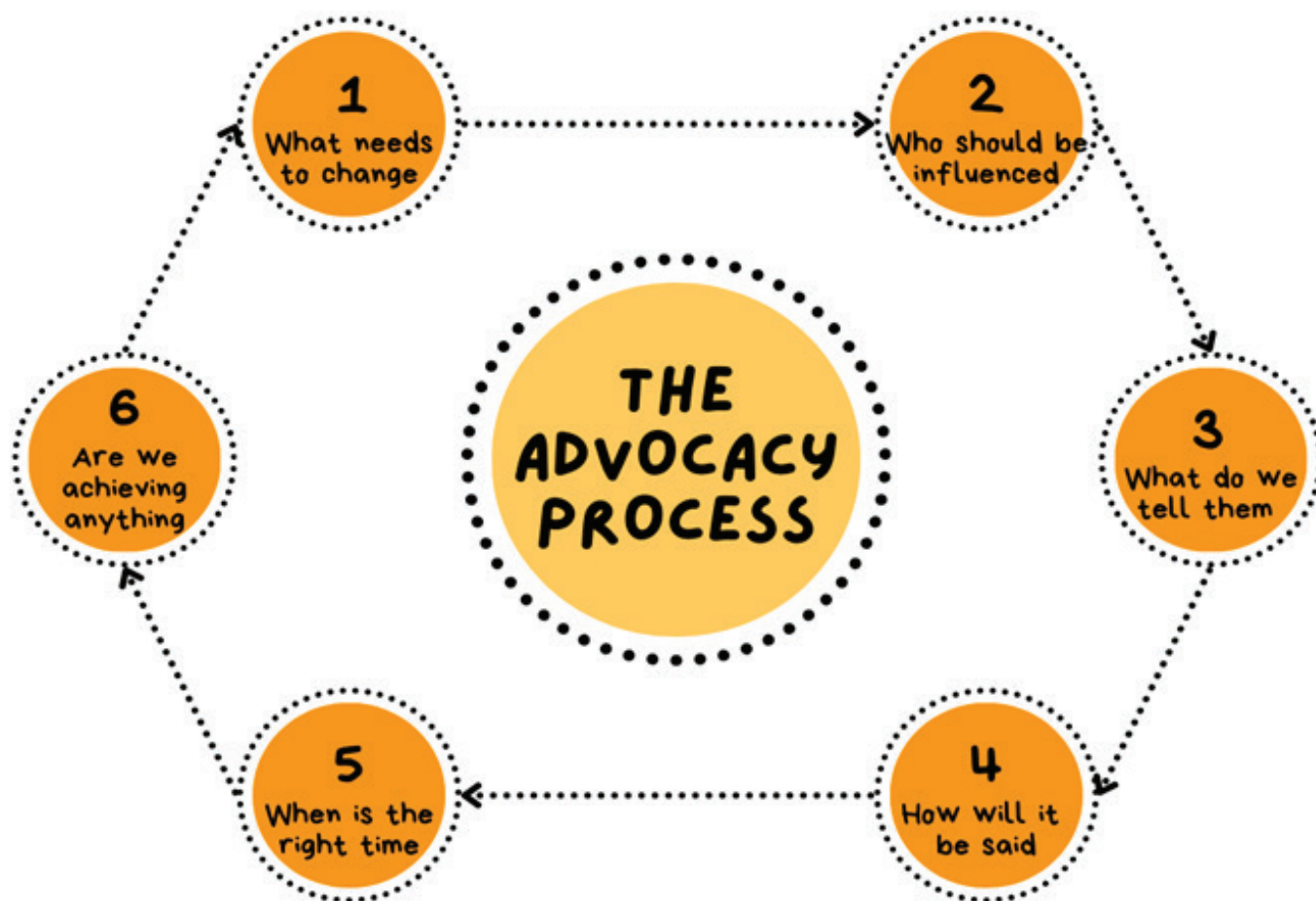
PESTLE analysis is a framework used to analyse the macro-environmental factors that impact overall performance of a program. (Full description of the forms of factors in PESTLE analysis in appendix 2)

# Anti-corruption Advocacy Process



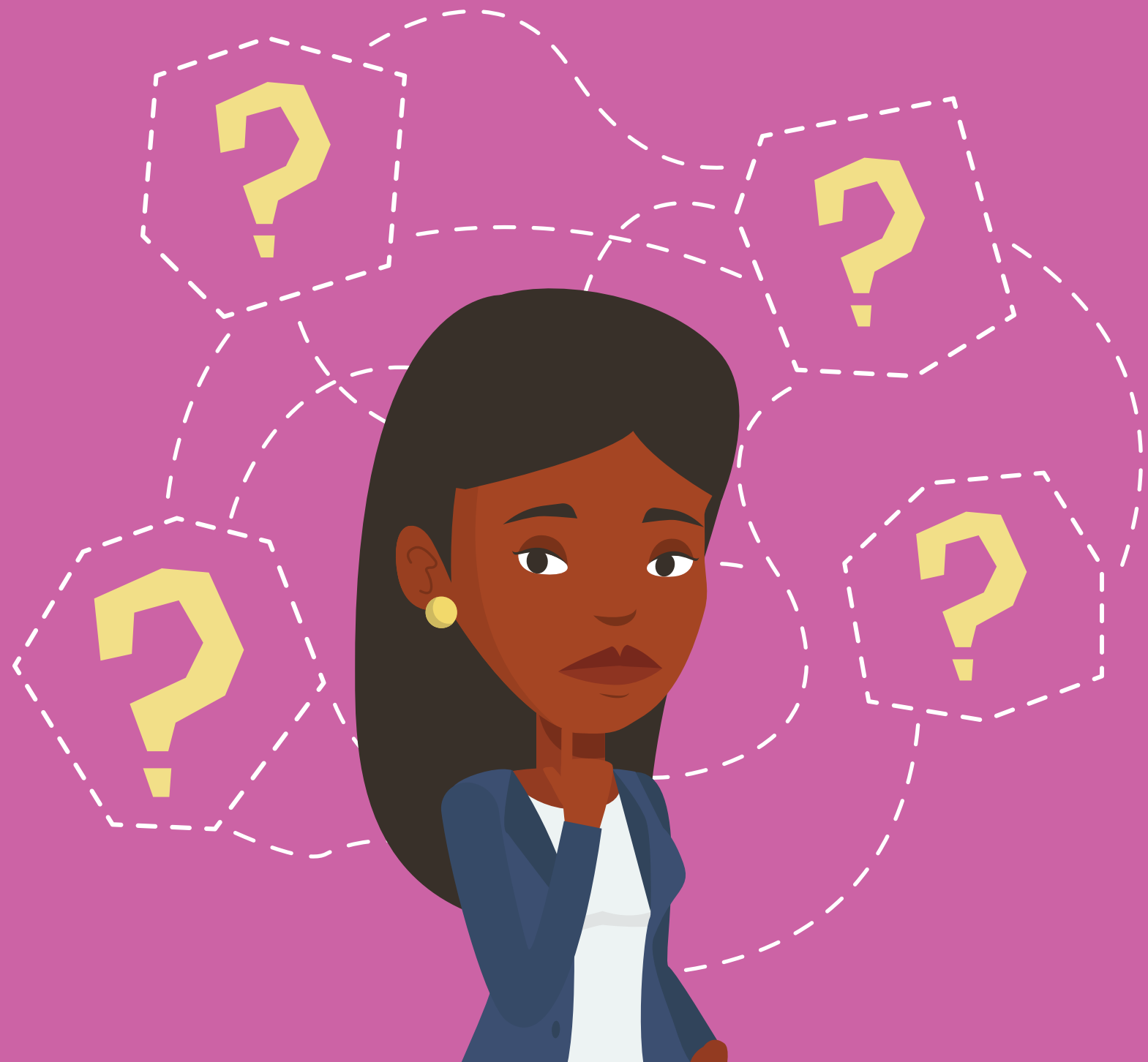
# Clarity about the change process: Planning Your Advocacy Campaign

An advocacy process is a structured approach to achieving a specific goal through advocacy efforts. It typically involves a series of steps or stages, each with its own objectives and tasks. To fully understand what it entails increases the likelihood of success and ensures accountability. Following through this process and the tools outlined in this will make your advocacy efforts more likely to achieve meaningful results.



# STEP 1

## Problem Identification and Research



## “What needs to change?”

Identifying what needs to change first is a foundational step in an advocacy campaign. It provides clarity, direction, and focus, making the campaign strategic, effective, and impactful. This can be done by setting clear objectives. With these an advocacy campaign can mobilise resources, engage stakeholders, and measure success more effectively, ultimately increasing the likelihood of achieving the desired change. Several steps can be followed to effectively do this.

### a. Data Collection

During this step, you will be collecting information that will make it easier for you to plan your campaign. When you are doing this, you make sure you are being guided by the questions below in general. You must gather tangible responses to these questions as much as possible. You can start by utilising existing community networks, NGOs, or government agencies to gather the information efficiently. Community members can also be encouraged to contribute their observations and experiences on issues of corruption.



*Observation and Informal Interviews:* Beyond the other data, this will probably be the biggest tool that you will rely on when it comes to data collection. This will help you gather qualitative data, and it can be particularly useful in helping you understand what might be happening. Since corruption is a complex practice, it might not be easily identified. However, the following might be potential pointers of a corrupt practice.

- Lack of transparency
- Increased number of complaints or rumours from community members
- Poor service quality
- Individuals holding multiple roles where one involves decision-making
- Resistance to audit

## b. Corruption Chart

If you are feeling stuck with where to start the data collection you can start here. This chart provides services that are perceived as most corrupt in Malawi. Understanding which services and institutions are perceived to be more corrupt will help you come up with targeted advocacy interventions. As such, the table below provides a summary:

| Services perceived to be associated with Corruption (Examples) | Institutions perceived to be very corrupt (Examples) |
|--|--|
| Affordable Inputs Program (AIP)                                | Traffic Police                                       |
| Health   | Malawi Revenue Authority                             |
| Passport   | Road Traffic Directorate                             |
| Drivers Licence  | Government officials                                 |
| National Identity  | National Identity                                    |

Source: adapted from Governance and Corruption Survey and Afrobarometer reports

Based on this information, you can develop a list based on your perceptions, share and discuss with colleagues.

## c. Issue Prioritisation

Let's begin by commenting that not every issue identified in the previous stage needs or demands a campaign to address it. Firstly, you don't have all the time in the world and if you do, you might not have all the resources. So, you need to prioritise. You should turn to two factors to choose the one.

## How to prioritize issues to advocate for

### Consider Practicability

Evaluate the practicality of achieving the desired change, considering the available resources, political climate, and social context

### Assess Urgency and Impact:

Prioritise the issues based on their urgency and potential impact. Focus on achievable changes that will have a significant positive effect on the target population.

If you cannot come up with any that meets the criteria, consider reworking the previous stages under 'what needs to change'.

# STEP 2

# Strategic Planning





## a. Power Mapping Tool

### Who should be influenced?

Advocacy involves influencing people with the power to effect change; decision-makers and influencers are the primary targets. You want to build relationships, collaboratively plan, empower through inclusion, or build formal collaborations. However, knowing who should be targeted is not straightforward as it requires a sequence of steps involving identifying stakeholders, categorising, analysing, and mapping them, and developing engagement strategies. But why should you go through all these steps in the first place?

Think of this as identifying friends, enemies, and key supporters. Successful advocacy in areas like anti-corruption involves building support, involving those affected, those in positions of power, and those who can influence change. Yes, the advocacy process should be thought of as a process of engaging stakeholders. Identifying individuals who can affect or are being affected by the advocacy initiative will help you to;

- Gain more support and resources
- Achieve early alignment on goals and plans
- Understand and resolve potential risks
- Mitigate miscommunication
- Prevent costly roadblocks later
- Receive important feedback about issues or concerns

#### Step 4 Developing a stakeholder map

Here you are going to use a matrix or a diagram to visually represent the stakeholders' positions based on their power and interest. Based on their position in the map you can identify important stakeholders.

#### Step 3: Assessing stakeholders power and interest

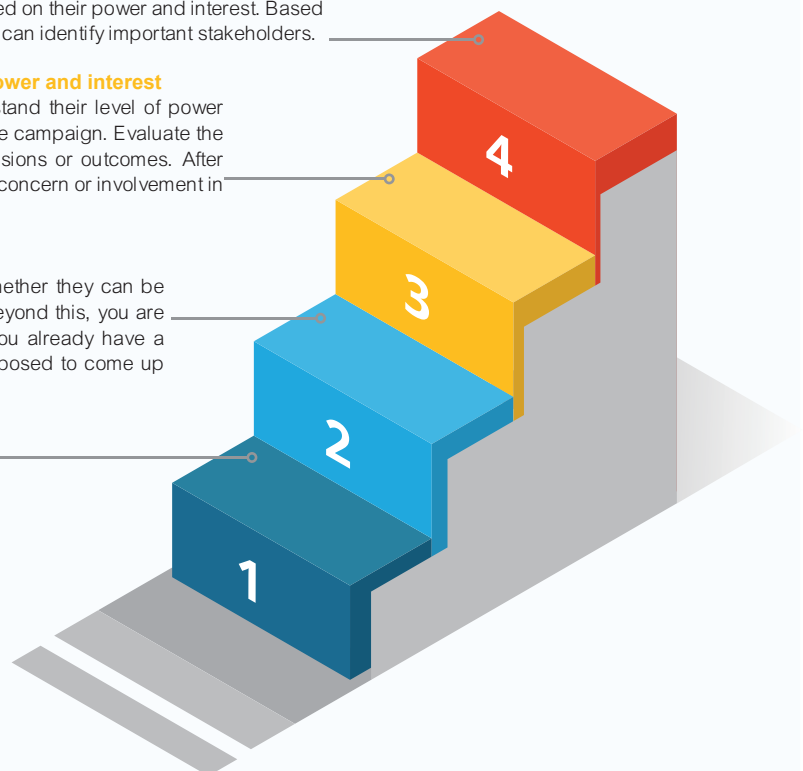
For each of the stakeholders, understand their level of power and interest that they might have in the campaign. Evaluate the stakeholder's ability to influence decisions or outcomes. After that, assess the stakeholder's level of concern or involvement in the campaign.

#### Step 2: Categorising stakeholders

During this step your interest should be on whether they can be promoters of the campaign or act against it. Beyond this, you are also supposed to determine which of these you already have a relationship with. During this step you are supposed to come up with something that looks like below

#### Step 1: Identifying stakeholders

This is as simple as listing everyone whom you believe is affected by the issue, those that will like what you are doing and even those that will just watch you closely and do nothing really.



Dziwani Mzuzu

Ada Masana

Neha Phazi

Enemies

Nuutral

Promoters

Key

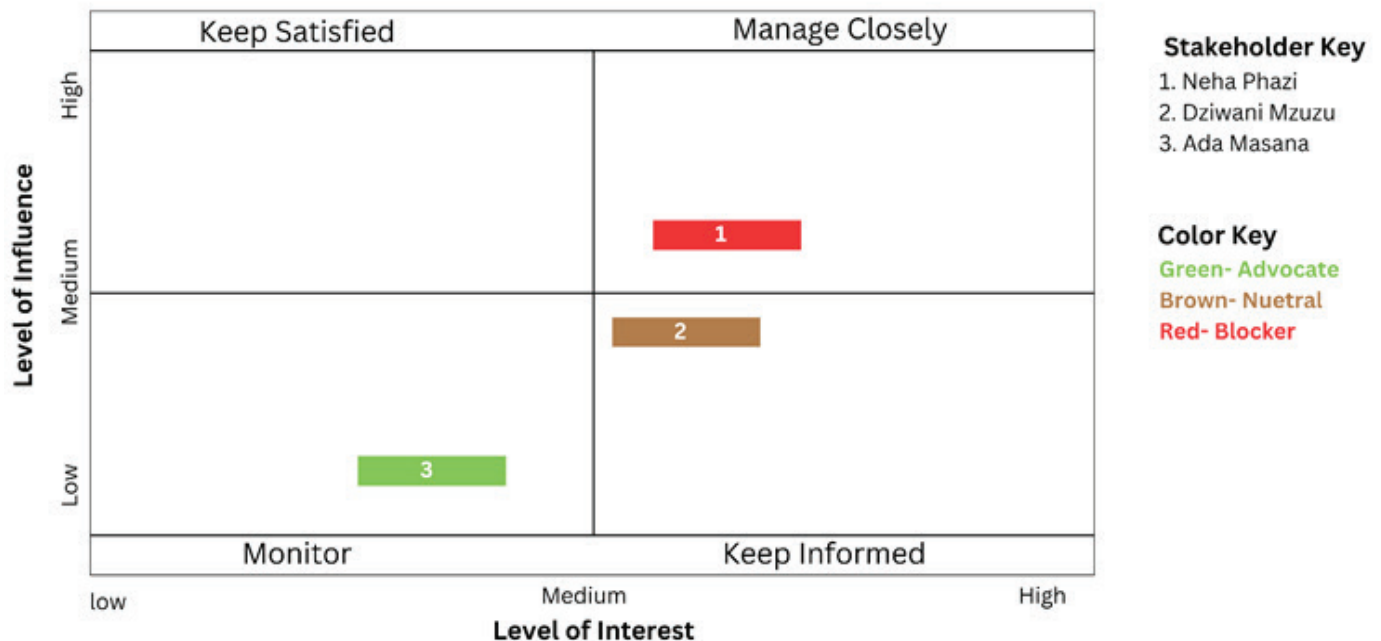


Already established relationships



Need to develop a relationship

### Stakeholder Map



The purpose of doing this is to identify where the power is lying and convert those that are against you to your promoters. A few points on power before closing this section. Sometimes the power mapping should not simply end with people. In advocacy and social change, we use the concepts of invisible, visible, and hidden power to understand how power operates in society and to strategize ways to address issues. Your understanding of these three types of power will help you design strategies that tackle visible policies, expose hidden influences, and challenge invisible beliefs that perpetuate corruption.

- *Visible power* is the formal power that is exercised in decision-making positions such as laws, policies, regulations, and government actions.
- *Hidden power* is the behind-the-scenes influence that controls who gets to participate in decision-making or whose voices are heard or silenced.
- *Invisible power* is manifested in how cultural norms, beliefs, and socialization shape people's perceptions, beliefs, and understanding of what is possible or acceptable.

## Key stakeholders in the Exercise of Visible Power

| AGENCY                                  | MANDATE  | CONTACTS   |
|---|--|--|
| Anti-Corruption Bureau (ACB):           | Established under the Corrupt Practices Act, the ACB is mandated to “take necessary measures for the prevention of corruption in public bodies and private bodies.” This is done through prevention, education, and law enforcement (investigation and prosecution) and has offices in all major cities of Lilongwe, Blantyre, Zomba, and Mzuzu, but also a satellite office in Mchinji district.                              | Complaints to the ACB can be made online through <a href="http://acbmw.org/e-complaint/">http://acbmw.org/e-complaint/</a> toll-free line 113 <a href="mailto:reportcentre-ll@acbmw.org">reportcentre-ll@acbmw.org</a> <a href="http://acbmw.org/">http://acbmw.org/</a> , +265880064952 +265 (0) 1 770 166. |
| Financial Intelligence Authority (FIA): | Established under Section 3(1) of Financial Crimes Act (FCA) as a principal national agency responsible for preventing and combating financial crimes. This is done through monitoring and investigating suspicious financial activities.  | Financial Intelligence Authority, Private Bag B441, Lilongwe 3<br>Phone: +265 (0) 111 759 141<br>Email: <a href="mailto:info@fia.gov.mw">info@fia.gov.mw</a><br>Website: <a href="https://www.fia.gov.mw/">https://www.fia.gov.mw/</a>   |
| Malawi Police Service (MPS):            | Established under section 152 and 153 of the Constitution as an independent organ of the executive for the protection of public safety and rights of persons in Malawi. MPS has the constitutional mandate to maintain law and order by enforcing the law through detection of crime, apprehension of suspects and prosecuting them in courts of law there by protecting life and property. MPS has offices across the country | Reports can be made in person or by visiting the website: <a href="https://www.police.gov.mw/contact/feedback">https://www.police.gov.mw/contact/feedback</a>  |

## b. Goal-Setting Worksheet

After identifying the issue and related stakeholders you can start to think of what you want to do about it. Formally called goal setting but you can view it as your 'endgame'. While several frameworks can guide the setting of your advocacy goals, you are going to be using the SMART (Specific, Measurable, Achievable, Relevant, and Timely) framework. Let us explore a few aspects of what being SMART with your endgame is all about.



| SPECIFIC                          | MEASURABLE                          | ACHIEVABLE               | RELEVANT           | TIMELY                    |
|-----------------------------------|-------------------------------------|--------------------------|--------------------|---------------------------|
| what exactly are we trying to do? | How will we keep track of progress? | How will it be achieved? | how is it helpful? | When will it be achieved? |

**Set Clear, Specific Goals:** Based on the prioritised corruption issue that you are targeting, define a clear and specific change objective. This could be a policy change, behaviour change, or a shift in public opinion. At all costs, avoid general sentences that sound like 'a reduction in corruption'

**Make Goals Measurable and Achievable:** The whole essence of this is to make the goal easy to track and success easy to assess. This means that there should be a source of information to measure the goal. In other words, the M is the indicator of success of any goal that you will be setting.

**Relevance** of the goal refers to focusing on something that is making sense. Here are a few questions that would help you perform a quick sense-checking

- Does your goal have support from the public? If not, why is that?
- What impact will reaching your goals have on the long-term public interest?
- Can your goals be legitimated with support or research from others, including your allies and coalition partners?

The best practice with goal setting is asking a lot of questions to yourself and team members. The answers will help clarify your strategy and ensure the goals are attainable.

## c. Message Development Framework

### “What do we tell them?”

By now, you understand that stakeholders vary in their influence, interests, and characteristics. It is straightforward to recognize that we need to communicate different messages to different stakeholders to effectively engage them. To determine what to convey to each stakeholder, we should start by

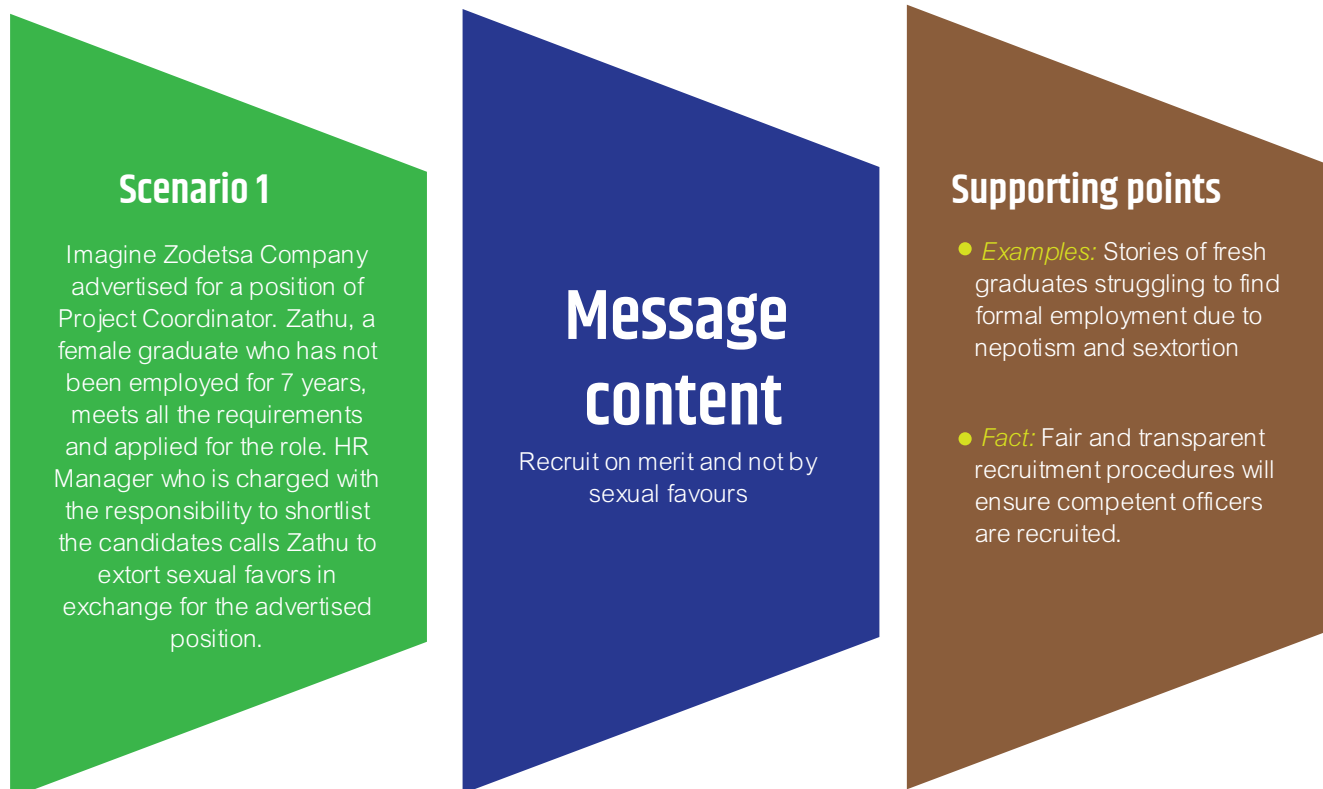
gathering information about each group's priorities, motivations, and concerns. Once we have this information, we can develop tailored messages.

While this might seem like a simple exercise, it requires thoughtful consideration to be effective. Let's start with the question: what makes a message a key message?

## key message= message content + audience insight

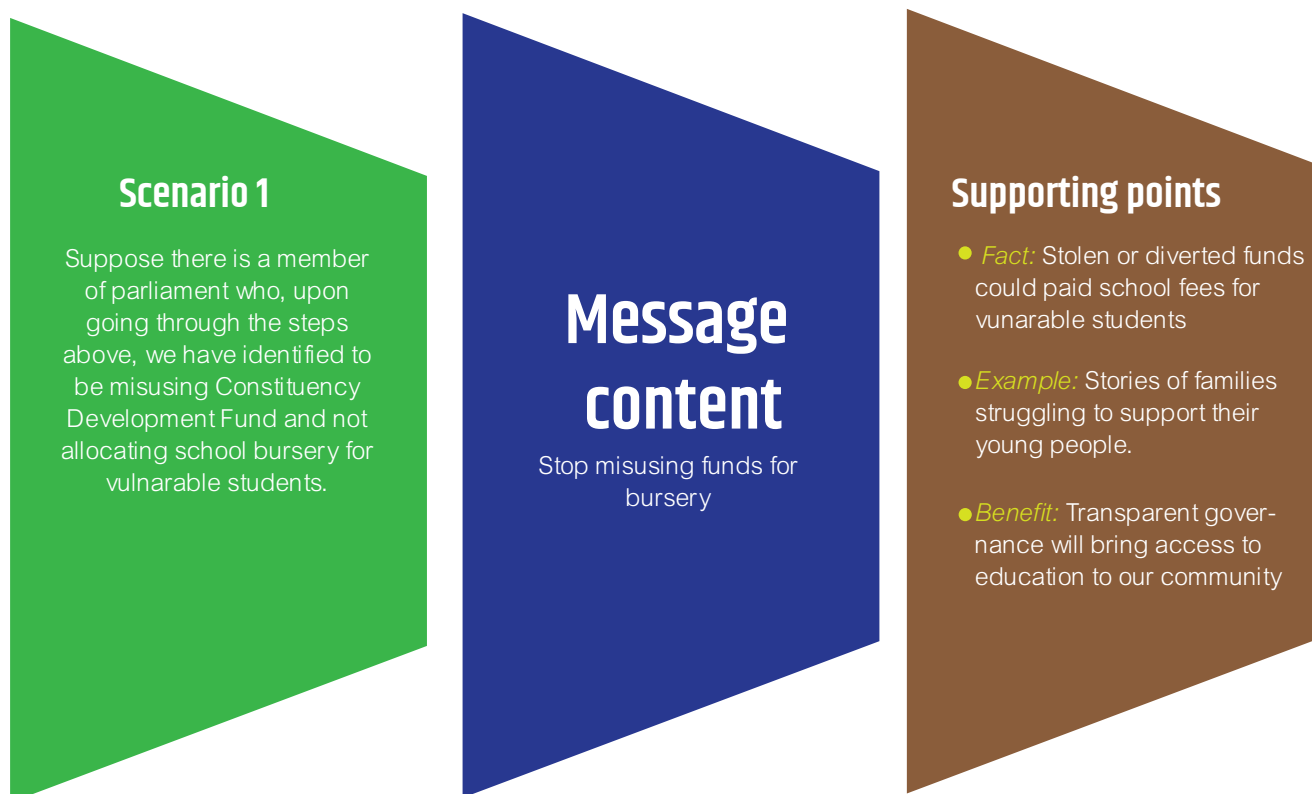
- Message content (the main point we want your audience to remember or do plus supporting facts or statistics; real-life example; benefits)
- Audience insight (an understanding of your target audience's needs, interests, and values)

Let's see what this means in practice.



Based on the information in scenario 1, you can end up with messages like the following

- **Kutivula is not a qualification**
- **Experience ya ntchito sawonera mu skirt**



Based on this scenario we can come up with the following messages for different stakeholders.

- **#Mwadya zokwana. School bursary si allowance yandale.**

## An Alternative way of deciding what to say:

Sometimes an advocacy message can be framed differently by stating the support points first and concluding with a call to action. As an example, the message would look like the following.

“Every year the government allocates 10 % of the constituency development fund to support education. However, stolen funds have led to less support for school fees and less building of school blocks. Take a stand against corruption for a better now and tomorrow”.

Every approach has its advantages and disadvantages but feel free to choose which approach feels easy for you to use. Just remember to reframe your message based on the stakeholder group. With practice you should be able to develop effective messages and ensure that you tick the following best practices

### 1. Include a clear Call to Action:

- Be specific: Clearly state what you want your audience to do (e.g., sign a petition, vote for a bill, donate to a cause).
- Make it easy: Provide clear instructions on how to take action.

## 2. Compelling Narrative:

Don't just include a supporting point for the sake of having one. Make sure it can strongly resonate with the audience enough to evoke an emotional appeal.

- Personal stories: Share personal anecdotes or stories that resonate with your audience and highlight the human impact of the issue.
- Emotional appeal: Tap into your audience's emotions to create a sense of urgency or empathy

## 3. Strong Evidence:

- Facts and figures: Use reliable data to support your claims and make your message credible.
- Expert opinions: Cite experts or authorities in the field to lend weight to your arguments.

## 4. Addressing counterarguments:

- Anticipate objections: Consider potential counterarguments and address them proactively.
- Provide rebuttal: Offer compelling reasons why your position is stronger.

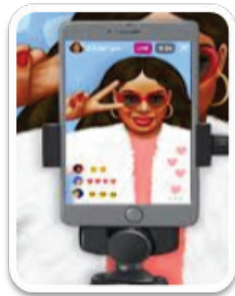
4. And most importantly tailor the message to your audience or stakeholder group. There is no umbrella messaging in advocacy campaigning, the same message content can be delivered differently based on the audience, therefore:

- Understand their values: Identify the values that your audience holds dear and frame your message to align with them.
- Use language they understand: Speak in a way that resonates with your audience's language and cultural background.

## d. Delivery Strategy

### “How do we tell them?”

Most of the time, protests or lobbying are sometimes used interchangeably with advocacy. If you focus on this when you hear about advocacy, you have it slightly twisted. Those are just some of the strategies that can be used in an advocacy campaign but there is more in the bag. An effective advocacy campaign will usually involve a combination of the following strategies.



**Strategy 1:**  
Creating identity through collective slogans, campaign logos, common objectives, and advocacy demands.

**Strategy 2:**  
Bringing in charismatic advocacy champions

**Strategy 3:**  
Disrupting and creating awareness through demonstrations, non-violent protest, and public disobedience

**Strategy 4:**  
Creating a buzz on public media

## e. Risks in anti-corruption advocacy

If an advocacy campaign is succeeding at calling out an issue it is normal to expect risks and challenges. However, the awareness of the same equips you with the skills for risk mitigation and achieving the advocacy goals. Below are some of the common challenges and risks that are common.

**Backlash and reprisals:** This takes the form of either harassment, threats, and sometimes violence. In such cases, ensuring safety is paramount

**Co-optation:** Sometimes our best efforts can be diverted by corrupt actors seeking to undermine or redirect the initiative for their gains. At its worst form, advocates are absorbed or assimilated into the very corrupt system they aim to dismantle.

**Resource constraints;** financial, human, and technical resources can hinder the planning and execution of campaigns. It is thought that forming a youth coalition, building a network of like-minded individuals and organisations, can help address this. After all, a single bracelet does not jingle.

**Sustaining Momentum:** There are some issues that will require sustained effort and most of the time this is a challenge. Maintaining interest takes work over the long term. Most loud campaigns are usually nowhere to be seen in just a few months. Continuous engagement and innovative approaches are needed to keep the advocacy issue at the forefront.



# STEP 3

## Campaign Execution

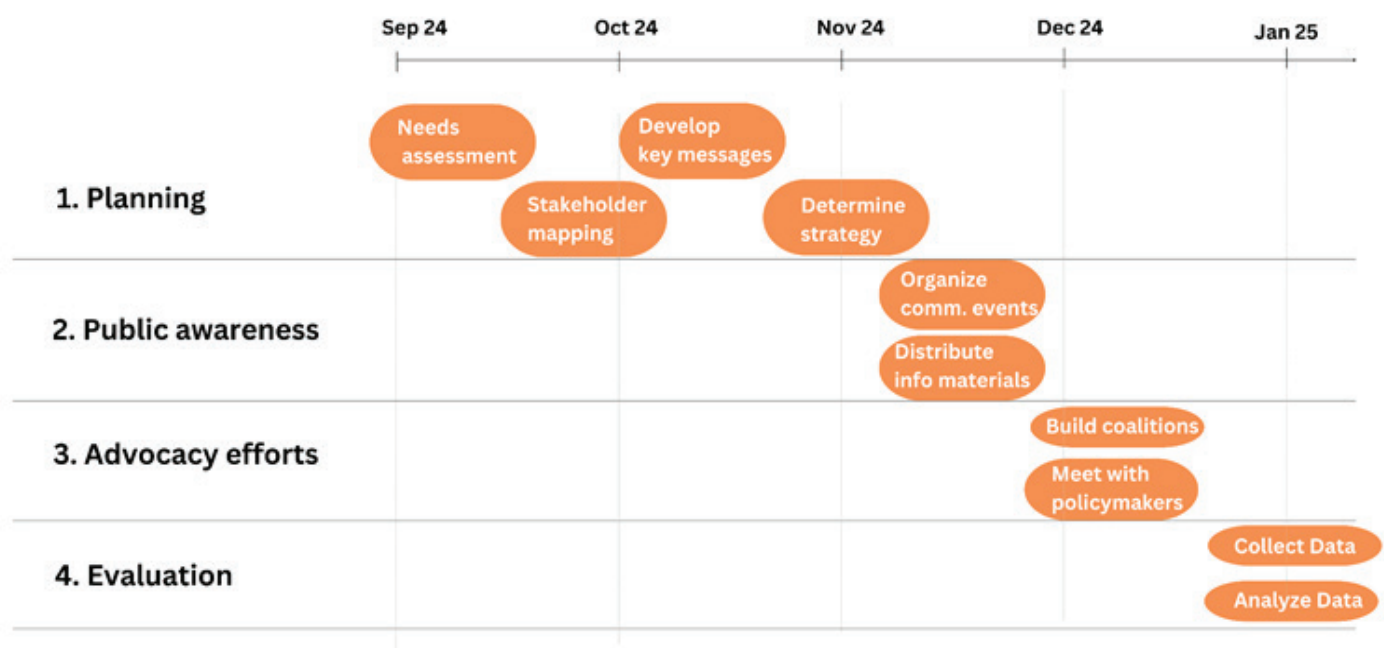


## a. Action Planning

There are times when people would look at an advocacy message and comment that someone is just seeking attention. Then there are times when people would beg that the same message should be dropped. The difference in these scenarios is timing. In anti-corruption advocacy, timing is very critical. A government official or politician can be more likely to pay attention to your message if you frame it within the context of an upcoming policy decision, major summit, or election—or a brewing crisis. Below are some of the moments when sense of timing would pay off in an anti-corruption advocacy campaign. Lets call the critical junctures

**Critical junctures-** in advocacy these are key moments when interventions can lead to significant changes.

- i. When Parliament is in session
- ii. General elections present a heightened political attention you can take advantage of the push for change.
- iii. Economic crises and reforms like currency devaluation or inflation increase public frustration making it an opportune time to advocate.
- iv. When a certain policy is being developed e.g. Youth manifesto
- v. During budget consultation meetings
- vi. Mass protests can serve as rallying points for advocacy efforts
- vii. Court rulings on governance issues can play a vital role in shaping the political landscape critical legal decisions provide momentum for advocacy efforts.
- viii. Social welfare emergencies like periods of food insecurity or other humanitarian crises create opportunities for long-term policy changes by increasing the visibility of social issues.
- ix. Sometimes Malawi’s relationship with international bodies introduces external pressures that can be capitalized on to push domestic agendas.



## b. Guidance on Implementing Some Advocacy Initiatives

### i. Grassroot Mobilisation



### ii. Digital Campaign Toolkit

Digital space is a great opportunity for advocacy. Beyond disseminating communication and multimedia materials on this space, there are a lot of things that can be done here. From polls, holding discussions, webinars, reels, and delivery of live feeds. The toolkit cannot dive into the nuanced explanation of this. Below is how you can use the common platforms to advance your advocacy initiatives;



#### WhatsApp

- i Community Engagement: Create groups or broadcast lists to share anti-corruption updates, case studies, and reporting guides.
- ii Citizen Reporting: Encourage people to report corruption anonymously and share educational content.
- iii Polls: Use quick surveys to gauge youth opinions on corruption.

## Twitter

- i. Hashtag Campaigns: Use viral hashtags to raise awareness and pressure public officials.
- ii. Live Updates: Share real-time news on corruption cases and engage influencers.
- iii. Infographics: Post simple visuals showing the impact of corruption.

## Facebook

- i. Pages/Groups: Build a community for discussions and updates.
- ii. Educational Content: Share videos, articles, and guides on anti-corruption efforts.
- iii. Events & Petitions: Promote anti-corruption events and online petitions for youth action.



# STEP 4

# Policy

# Engagement



## a. Advocacy letters

Writing letters has been a popular way to advocate for human rights for many years. These campaigns are easy to organise and allow people to take action and feel involved. You can send letters to different groups of people both in your country and around the world. Letters can be effective because they often work well with government systems and are usually inexpensive. They are flexible, personal, and can help to boost morale, educate others, and make your campaign seem like a large movement. You can send letters to:

Targeting Local Officials, Military Commanders, and Others:

- **Directly pressure them to address corruption:** Highlight specific instances of corruption and demand accountability.
- **Expose corruption:** Publicly denounce corrupt practices to create pressure and deter future violations.
- **Stimulate action:** Encourage them to implement anti-corruption measures and investigate allegations.

Targeting Newspapers and Other Media:

- **Increase reporting on corruption:** Advocate for more in-depth coverage of corruption scandals and investigations.
- **Promote transparency:** Encourage media outlets to expose corruption and hold officials accountable.
- **Raise public awareness:** Foster public understanding of corruption and its consequences.

Targeting Supporters:

- **Mobilize public support:** Encourage supporters to participate in protests, sign petitions, and advocate for anti-corruption reforms.
- **Generate financial resources:** Raise funds to support anti-corruption initiatives and investigations.
- **Build a grassroots movement:** Create a strong network of supporters committed to combating corruption.

Targeting Embassies:

- **Advocate for diplomatic pressure:** Urge embassies to apply pressure on target governments to address corruption.
- **Expose international connections:** Highlight any involvement of foreign entities in corrupt activities.
- **Seek international cooperation:** Promote collaboration among countries to combat corruption on a global scale.

Targeting Government Officials:

- **Provide evidence of corruption:** Share documented evidence of corrupt practices with government officials.
- **Demand investigations:** Urge officials to launch independent investigations into corruption allegations.
- **Advocate for reforms:** Propose and support anti-corruption legislation and policies.

Targeting Anti-Corruption NGOs:

- **Offer collaboration:** Partner with NGOs to strengthen anti-corruption efforts and share resources.
- **Provide support:** Offer financial assistance, technical expertise, or logistical support to NGOs working on corruption issues.
- **Foster networks:** Connect NGOs to create a stronger global anti-corruption movement.

Targeting Affected Communities:

- **Empower affected communities:** Provide information and resources to help communities address the impact of corruption.
- **Support community-led initiatives:** Encourage communities to take action against corruption and demand accountability.
- **Protect vulnerable populations:** Ensure that vulnerable groups are not disproportionately affected by corruption.

In using letters as tool, use either of the following

**Open Letters:** You can send them to newspapers for publication in their letters to the editor section.

**Letters from Different Community Sectors:** Letters from specific groups in your community might be more effective than individual letters.

**Personal Letters:** With these, multiple unique letters, instead of a standard one, are written and sent to government officials to catch their attention. It's harder for governments to give a standard response to personal letters. The more specific, tailored, and informative your letters are, the better.

# STEP 5

## Monitoring and Evaluation



## a. “Are we achieving anything?”

With every advocacy campaign, the main question under this step is whether the issue has been resolved or addressed because of the campaign. But sometimes this is a challenging question to answer as some advocacy strategies are difficult to monitor let alone evaluate. The other caveat here is that change often takes place over the long-term making it unpredictable. As a result, it is challenging to tie a result to specific advocacy with certainty because the context is complex. To address this, we focus on things that will point to us early in the process and whether we are on the right track to achieving the desired change. We will call these key indicators for our advocacy initiatives.

**Sidenote on the step:** Because of the sentence mentioned before, this should not only be looked at as the last step in the process. This starts when we begin planning the campaign and ends when everything is done. You don't want to know at the end that you missed an important indicator or process along the way. Let us continue our discussion.

A good indicator is like a tree. It helps us point out where the wind is going without anyone seeing what the wind is. Below are some of these questions.

- ▶ Are we reaching out to the stakeholders we planned to engage?
- ▶ How many stakeholders are actively participating in the advocacy activities?
- ▶ How many advocacy activities were conducted at identified critical moments?
- ▶ What is our average time between the identification of a critical moment and the execution of an advocacy intervention?
- ▶ How many people are being reached with the advocacy efforts and how many earned media related to the advocacy campaign have been gained?



Answering these key monitoring questions will help inform and shape the implementation of the advocacy campaign in alignment with the strategy. Nonetheless, you and other stakeholders would still want to know if you have succeeded and if your advocacy has achieved the objectives you set at the beginning. In this case, the focus should be on pointers that indicate that things will be moving in the intended direction with time. With this, the emphasis would be on. Make sure you are also tracking as indicated in [Appendix 3](#).



## a. Appendix 1: Forms of Corruption

| FORM OF CORRUPTION                     | DESCRIPTION   | SCENARIOS   |
|--|---|---|
| <b>Bribery</b>                         | The giving, receiving, or demanding of a benefit in cash or in kind to improperly influence an action or decision of a person in office.  | Bribery is done to: <ol style="list-style-type: none"> <li>1. Get something done quickly (speed money)</li> <li>2. Get something done when it should not be done.</li> <li>3. Get something done when it cannot be done without a bribe. (extortion)</li> <li>4. Get something done (facilitation payment)</li> </ol> |
| <b>Extortion</b>                       | Demanding or obtaining money or benefits from another (usually clients) in exchange for official action using threats, coercion, or intimidation.   | Demanding an unofficial payment (Commonly referred to as <b>ya Fanta, ya madzi or "processing fee"</b> ) from clients.  |
| <b>Embezzlement</b>                    | The taking or use for one's selfish purpose, money, property or valuable items belonging to an organisation that has been placed in your trust under your position.   | Someone responsible for storing items may secretly steal the items that he or she has been entrusted to look after.   |
| <b>Influence peddling</b>              | The practice of using one's influence or connections with persons in authority to obtain favours or preferential treatment for another, usually in return for payment.  | A person may exercise undue influence on an Officer responsible for awarding contracts to favor a certain supplier who is perhaps a friend or relative.   |
| <b>Abuse of privileged information</b> | Using privileged information and knowledge that a person holds under his or her position or by being an employee or official in an organisation to give an unfair advantage to another person or organisation to obtain an advantage. | Leaking information for procurement or recruitment.   |
| <b>Abuse of conflict of interest</b>   | A situation in which an employee exploits a professional or official capacity to use a situation of conflict for their personal benefit.  | Sitting on an interview panel for your child or relative without declaring.   |
| <b>Nepotism and favoritism</b>         | Using one's position to give preferential treatment to a person group or category of persons in the process of assigning appointments, services, or resources.  | Providing extraordinary services, commissions, jobs and favours to political allies, family, and friends while others would not receive this special treatment.   |

## a. Appendix 1: Forms of Corruption

| KEY FACTOR           | DESCRIPTION  | IMPLICATION ON ADVOCACY  |
|----------------------|--|--|
| <b>Political</b>     | These explore to what degree a government can influence, change, and impact your program.  | Advocacy campaigns must understand the political climate prevailing and consider the key stakeholders to engage.       |
| <b>Economic</b>      | These are factors that directly impact the economy's performance or how the program is affected by the economy of the nation.                                      | Value-for-money programming is key to ensuring efficient use of resources.   |
| <b>Social</b>        | Social factors focus on the cultural norms, customs, and values of a specific demographic where the program is implemented.  | Fully understanding the social environment within which you operate helps you identify both risks and opportunities.   |
| <b>Technological</b> | Technological factors determine the level of innovation, research, and development and the potential impact it could have  | Leveraging on emerging technology and understanding which platforms are to be used in advocacy.                        |
| <b>Legal</b>         | Awareness of the "laws of the land" where they operate. It's also vital to remain abreast of any upcoming legislation changes and whether it impacts your program. | Understand the legal framework in anti-corruption and ensure that all advocacy is done within the confines of the law. |
| <b>Environmental</b> | How the program affects the environment.   | Environmental care. Ensure climate smart programming.  |
|                      |  |  |

## a. Appendix 1: Forms of Corruption

| Objective  | Indicators  | Baseline | Target  | Data Source  | Baseline Measurement                                |
|--|---|----------|---------|--|---|
| Increase awareness of corruption issues by 20%                         | Media mentions, public opinion polls                                  | 20       | 40%     | Media monitoring, surveys  | Baseline public opinion poll                        |
| Secure government commitment to anti-corruption reforms                | Policy changes, government statements                                 | 0        | 2       | Document analysis, interviews with government officials                      | Existing anti-corruption policies and commitments   |
| Mobilize 10,000 citizens to participate in advocacy activities         | Number of participants in events, social media engagement             | 0        | 100,000 | Event attendance records, social media analytics                             | Baseline level of citizen participation in advocacy |
| Reduce the prevalence of corruption by 15%                             | Corruption perception index, case studies                             | TBD      | TBD     | Government reports, case study analysis                                      | Baseline corruption perception index                |
| Enhance public trust in government institutions                        | Public opinion polls, trust indicators                                | 0        | 40%     | Surveys, focus groups  | Baseline public trust in government institutions    |
| Strengthen civil society organisations' capacity to engage in advocacy | Number of trained activists, organisational development               | 0        | 10      | Training records, organisational assessments                                 | Baseline capacity of civil society organisations    |
| Improve transparency and accountability in government operations       | Platforms for access to public information, accountability mechanisms | 10       | 15      | Freedom of information requests, analysis of government transparency reports | Baseline level of transparency and accountability   |
| Promote ethical behaviour among public officials                       | Number of ethical codes of conduct, disciplinary actions              | TBD      | +10     | Analysis of ethical codes, government disciplinary records                   | Baseline adherence to ethical standards             |
| Secure international support for anti-corruption efforts               | International statements, funding commitments                         | 0        | 10      | Diplomatic communications, funding data                                      | Baseline level of international support             |



# Further Information

## a. Further Information and references

- United Nations Office on Drugs and Crime (UNODC):  
<https://www.unodc.org/>,<https://grace.unodc.org/>,  
<https://www.unodc.org/e4j/en/index.html>
- United Nations Development Programme (UNDP):  
<https://www.undp.org/>
- Transparency International (TI): <https://www.transparency.org/en>
- U4 Anti- Corruption Resource Centre: <https://www.u4.no/>
- International Anti-Corruption Academy (IACA): <https://www.iaca.int/>
- The Anti-Corruption Bureau (ACB): <https://www.acbmw.org>
- Centre for Social Accountability and Transparency (CSAT)



# Economic Freedom for All

[www.yasmw.org](http://www.yasmw.org)

✉ [info@yasmw.org](mailto:info@yasmw.org)

☎ +265 99 908 8836

f [youthssociety](https://www.facebook.com/youthssociety)

🐦 [YAS\\_Malawi](https://twitter.com/YAS_Malawi)



Off M1, Along Mzuzu  
NOCMA Depot, Area 4  
PO Box 545, Mzuzu  
Malawi